DRAFT

~~Urban~~ **Community** Design and Neighborhoods

Perkins Road

Highland Road

Introduction:
Making Great ~~Pedestrian-Friendly~~ Neighborhoods

Baton Rouge's neighborhoods are among the community's greatest assets. The City's earliest neighborhoods — ~~Beauregard Town, the Garden District, Ogden Park~~ — grew as extensions of downtown and were built within a network of well-connected streets linking areas of town to each other and to the Port where goods and services were exchanged. Today, Baton Rouge is fortunate to have a significant amount of remaining historic housing stock from the early 1900s, and the City-Parish is committed to maintaining and rebuilding older neighborhoods in cooperation with owners and the community.

As new communities grow and reinvestment in existing neighborhoods continues, the City-Parish should be guided by a vision for strong interconnected neighborhoods and districts which are healthy, ~~walkable~~ and comfortable environments. The Urban Design and Neighborhood element ~~supplements~~ provides the Land Use and the Transportation elements with recommendations for form, character, and functionality.

Core Values and Aspirations of the Vision

A diverse group of residents and stakeholders representing all parts of East Baton Rouge Parish provided input through workshops, open houses, interviews, focus groups and survey discussions. Respondents consistently cited the following core values and aspirations they believed should be the foundation for building a vision for East Baton Rouge Parish.

Core values that relate to urban design and neighborhoods:

Equity: All residents have access to a good education, public services, housing and job opportunities.

Safety: People feel safe where they live, work and play.

Strong neighborhoods and communities: Neighborhoods in all areas of the City-Parish are desirable places to live and have a range of housing types and nearby amenities to serve residents.

Sustainability: The future reflects the creativity and resiliency of East Baton Rouge Parish's young residents, with a focus on fiscal, physical, environmental, economic and equitable sustainability.

Introduction

Source: JJ&G

PEDESTRIAN-FRIENDLY DESIGN

Successful pedestrian-oriented districts typically have a high density of shops and restaurants which are sometimes smaller than their auto-oriented counterparts. Pedestrian-oriented districts collectively benefit from the commercial vitality and the attraction of a destination-quality walkable urban environment.

Source: JJ&G

AUTO-ORIENTED DESIGN

Much of current retailing practice aims to create a standard design that can easily fit into any suburban environment. Regardless of whether you're in Baton Rouge, Mobile, or Dallas, certain retail chain stores look essentially the same. These buildings are primarily oriented to the private automobile — making sure drivers have access and can find parking. These businesses perform best when visible and accessible along arterial streets with a lot of traffic. Parking is designed so that customers walk the minimum distance possible to their destination. In many cases, parking lots are sized to provide parking on the busiest day of the year.

Basic Characteristics of Pedestrian-Friendly Design (Move after Managing Form)

Successful areas that depend on walk-in traffic – main streets, entertainment districts, downtowns – rely on advertising goods and services to passing pedestrians. Downtown Baton Rouge, the North Gate district and the recently developed Perkins Rowe are all walkable districts where people may arrive by car but park only once. Visitors in these districts often find that leaving the car behind can be both convenient and pleasant. The vision for FUTUREBR is to strengthen these existing walkable districts and to foster the additional successful centers which become destinations for surrounding neighborhoods.

An active pedestrian environment is critically dependent on appropriately designed sidewalks. Safety is a prime concern and narrow sidewalks or sidewalks directly adjacent to higher speed streets will feel unsafe to pedestrians. Sidewalks should be designed to reduce conflicts between automobiles and pedestrians, and should be adequately illuminated and universally accessible. Driveways in these areas are infrequent and parking should be located along streets, in parking structures or in strategically located parking lots. In walkable districts, buildings should face and be sited close to the street, rather than located behind large front parking lots.

Part ~~1~~2: ~~Creating Walkable Districts, the Future of East Baton Rouge Parish~~ Pedestrian Friendly Design

(Move After Managing Form)

Many communities have developed zones that successfully meet the needs of both automobiles and pedestrians. The ~~Urban~~ Community Design and Neighborhood element includes descriptions of ways Baton Rouge can increase connectivity and walkability and includes policy goals which should be implemented through zoning.

Walkability is linked to numerous, well-documented health benefits. There is an increasing association between suburban design, sedentary lifestyles, and obesity in America. Compact, walkable design promotes a more integrated, active lifestyle, reduces the need for new land to accommodate new growth and increases support of transit facilities.

Within a city, walkable districts use less land than auto-oriented districts. Street lane widths and number of auto travel lanes are typically reduced. Buildings are not necessarily larger but parking is usually located on-street, in smaller parking lots and multiple businesses may share a single lot or parking structure. This means more land is available for preserving open space and communities can spend less money on costly extensions of infrastructure.

Chimes Street, Baton Rouge

Part 1: Managing ~~Urban~~ Form ~~in Baton Rouge~~ (move before Pedestrian Friendly Design)

Currently, Baton Rouge Parish has nine urban design overlays ~~and four urban design districts~~ which supplement underlying zoning districts. They establish a wide variety of design requirements including minimum sidewalk widths, parking design requirements and façade treatments. These districts are custom tailored to specific areas, allowing direct response to site-specific conditions, but the requirements also create a management burden because each overlay district has a different set of standards and allowable elements.

~~Instead of proposing additional overlay zones for each area of the Parish, a streamlined approach incorporating universally accepted, replicatable design standards is recommended. This approach will reduce the time required during the review process and provide developers with a greater level of certainty, making it easier to build in a way that supports the FUTUREBR Vision.~~

The map on the following page, followed by individual ~~Design Level~~ Character Area descriptions, provide a brief overview of each Level, where they may be applied and the general type of design character which will be found within these areas.

IDENTIFYING DISTRICTS FOR DESIGN LEVELS

When feasible, the existing urban design overlays and urban design districts should be converted to **an appropiate** design level vc. However, some of the existing urban design overlays and zones are very site specific and current requirements do not correlate directly with the urban design levels. The existing design overlays and districts should be addressed on a case by case basis, through small area planning or other community involvement processes with the long-term goal of finding an urban design level that is appropriate for each area.

RECOMMENDED UPDATES

The FUTUREBR Strategic Plan includes a recommendation of zoning categories to update and their corresponding ~~urban design levels~~. The ~~urban design levels~~ Character Areas are intended to guide policy decisions. While many areas of the City-Parish do not currently meet all of the proposed guidelines, the ~~urban~~ design levels provide realistic goals to strive toward.

Recommendations for All Design Levels

- Sidewalks should be included for all sides of sites that front the public right-of-way.

- Consider eliminating minimum parking requirements; encourage shared parking areas and drives.

- Pedestrian-scaled lighting fixtures and pedestrian-oriented signage are encouraged.
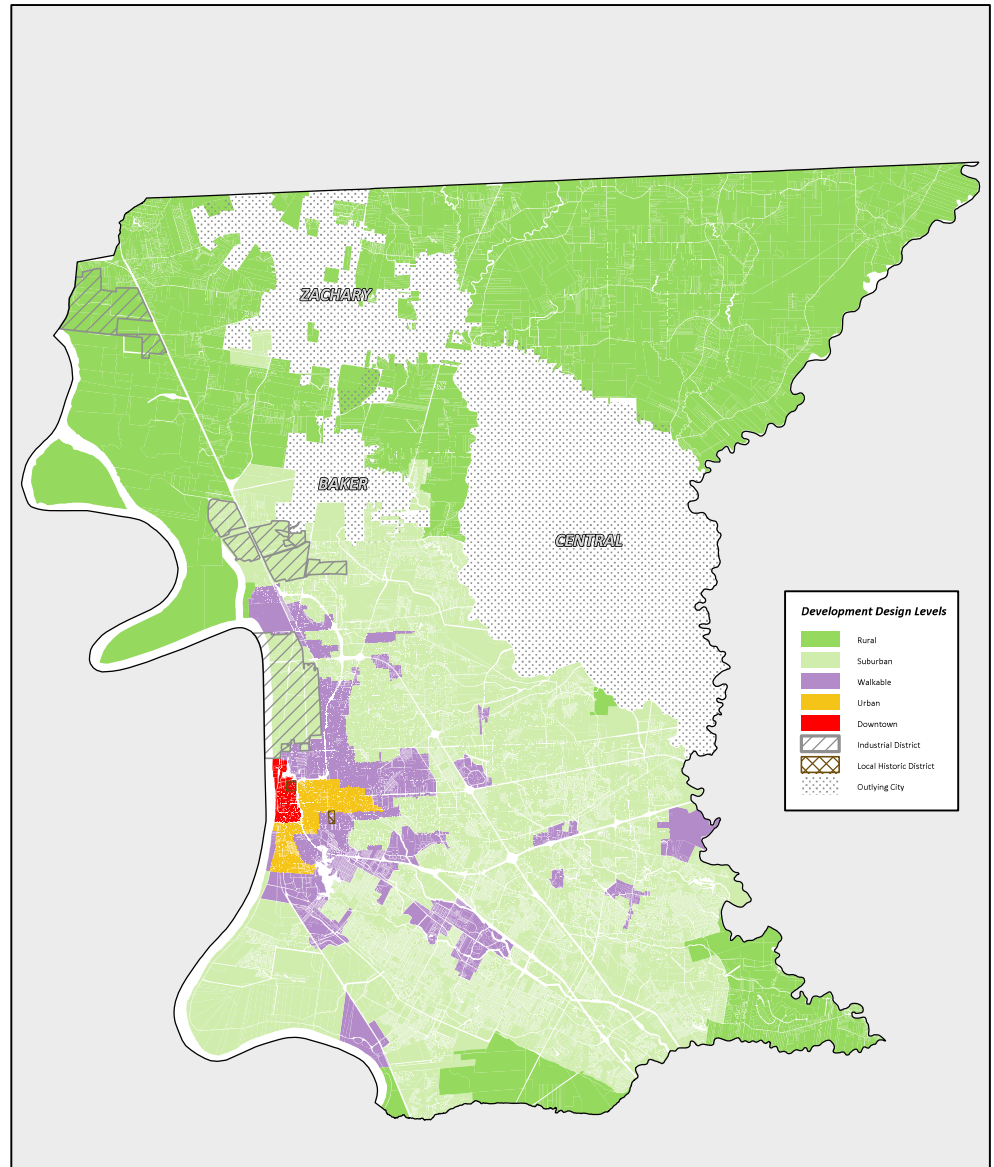
CREATING THE ~~DESIGN LEVEL~~ CHARACTER AREAS ~~MAP~~

The FUTUREBR ~~Design Level~~ Character Areas map represents the vision for improved design quality across the City-Parish. To develop this map, planners took into consideration the adopted FUTUREBR Land Use Map; the street type and context of an area; the existing land use and development character; the existence of an Urban Design District or Overlay District; and citizen input.
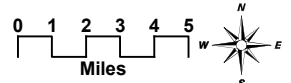
FUTUREBR, in the Land Use Element, identifies appropriate ~~Design Levels~~ Character Area for each Land Use classification utilized across the City-Parish. From this, planners were able to determine which land use classifications best matched with each ~~Design Level~~ Character Area.

It is important to note that, while using the aspirational goal of the FUTUREBR Land Use Map and classifications as a guide, planners reviewed the existing development patterns of property before recommending the placement of a specific ~~Design Level~~ Character Area. This approach ensured that the map is based on reality. Areas that are currently completely built out, or that would require significant public and private investment to change their design standard and character, were not considered potential areas where upgraded design standards could realistically be applied.

This map shall be regularly reviewed, most often during the Five-Year Update cycle, with changes in the location of ~~Design Levels~~ Character Areas recommended as development patterns shift or change.

Proposed Development Design Levels
East Baton Rouge Parish

Development Design Levels
- Rural
- Suburban
- Walkable
- Urban
- Downtown
- Industrial District
- Local Historic District
- Outlying City

0 1 2 3 4 5 Miles

(New character areas map)

Part 1: ~~Creating Walkable Districts~~ Managing Form

~~Recommended~~ Downtown ~~Design Level 4:~~ Character Area

Figure 1: ~~Downtown Design Level; Commercial/Mixed-Use and Residential~~

Commercial/Residential/Mixed-Use

~~GOALS AND~~ RECOMMENDED ~~DESIGN~~ STANDARDS:

Buildings: Buildings should front the street. Entrances should be prominent and street facing. Buildings should include numerous windows facing streets and sidewalks and no blank walls. Building design should compliment surrounding architecture and a high level of building transparency is necessary for ground-floor uses.

Parking: Parking should be located on-street and within parking structures. No parking should be allowed between the building and the street. Parking structures along main streets should include liner uses for ground-floor commercial space.

Pedestrian walkways and landscaping: Street trees in tree grates are recommended between the sidewalk and street. Outdoor dining is encouraged. Sidewalk bulb-outs, pavement variation, raised crosswalks and public art provide traffic calming measures, which will keep auto speeds moderate and improve the pedestrian environment.

~~Examples~~ Downtown

~~Characterized by:~~ Pedestrian-oriented district within downtown.

~~Typical Land Use Classifications:~~ Downtown Core

Site considerations: A well connected network of streets with small blocks is encouraged. The street network design should provide a high level of connectivity to adjacent uses, neighborhoods, and districts.

Part 1: ~~Creating Walkable Districts~~ Managing Form

Replace photos with urban/walkable character areas:
Perkins Rowe, Towne Center, Victory Commons

~~Recommended Design Level 3:~~ Urban/Walkable Character Area

Figure 2: ~~Urban~~ Design Level

Commercial

Residential

~~GOALS AND~~ RECOMMENDED ~~DESIGN~~ STANDARDS:

Buildings: Buildings should front the street. Entrances should be prominent and street facing. Buildings on corner lots should be oriented to the corner and public street fronts.

Parking: Parking should be located on-street and/or at the rear of buildings. Parking credits and "in-lieu of" programs are encouraged.

Pedestrian walkways and landscaping: Wide, highly visible crosswalks and sidewalk bulb-outs should be included. Trees should be located in tree grates between the sidewalk and street. Any surface parking lots should be screened from view of the street by landscaped hedges or low walls and located on sites.

Site considerations: A well connected network of streets with small blocks is encouraged.

~~**Examples:** North Gates, Nicholson Drive and Government Street~~

~~**Characterized by:** Pedestrian-oriented district, generally lower density than downtown.~~

~~**Typicl Land Use Classifications:** University District, Urban/Compact Neighborhoods, Main Street, Regional Center, Town Center~~

Part 1: ~~Creating Walkable Districts~~ Managing Form

~~Recommended Walkable Design Level:~~

Figure 3: ~~Walkable Design Level~~

Commercial

Residential

~~**GOALS AND RECOMMENDED DESIGN STANDARDS:**~~

~~**Buildings:** Commercial buildings should front the street. Entrances should be prominent and street facing.~~

~~**Parking:** Parking should be located on-street and/or at the rear of buildings. A limited amount of parking between the building and the street may be allowed. Parking credits and "in-lieu of" programs are encouraged.~~

~~**Pedestrian walkways and landscaping:** Wide, highly visible crosswalks with sidewalk bulb-outs¹ should be included. A landscaped buffer with street trees or trees in tree grates should be located between the sidewalk and street.~~

~~**Site considerations:** A well connected network of streets with small blocks is encouraged.~~

~~**Examples:** Government Street, Health District, Perkins Rowe, BRCC~~

~~**Characterized by:** Moderate to heavy auto use, with high potential for walkability.~~

~~**Typical Land Use Classifications:** Regional Center, Town Center, Neighborhood Center, University District, Mixed Use Arterial, Main Street, Urban and Compact Neighborhoods.~~

~~1   Bulb-outs are traffic calming measures, primarily used to extend sidewalks. Bulb-outs reduce the crossing distance and allowing pedestrians who are preparing to cross a roadway and approaching vehicle drivers to see each other.~~

~~Recommended~~ Suburban Character Area ~~Design Level:~~

Replace photos: Ivy Park, Shenandoah, Mall of Louisiana, Cadillac Cafe Shopping Center
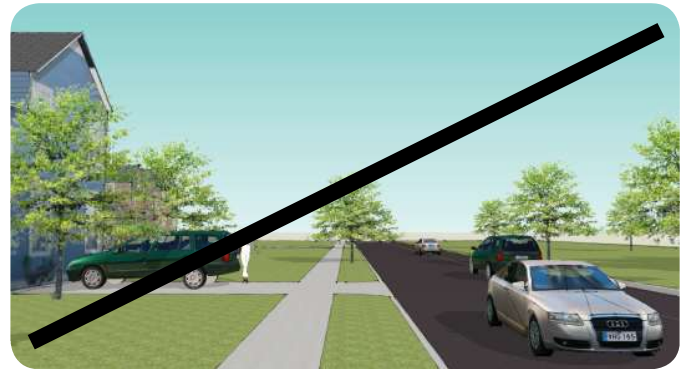
Figure 4: ~~Suburban Design Level~~

Commercial

Residential

~~GOALS AND~~ RECOMMENDED DESIGN STANDARDS:

Buildings: Commercial building walls facing streets should be articulated with windows and well-defined entry openings.

Parking: In commercial areas, provide visual relief by limiting the lengths of parking rows. Reduce or eliminate minimum parking requirements.

Pedestrian walkways and landscaping: In commercial areas, wide, highly visible crosswalks are encouraged and sidewalks should become standard. A vegetated buffer should be included between sidewalks and roadways. Trees and landscaping should be incorporated in parking lots. For residential areas, sidewalks should be standard on at least one -side of the street, with both sides of the street preferred.

Site considerations: The street network design should be connected to reduce "superblocks."[2] Smaller retail buildings around the perimeter of

~~**Examples:** Outer Florida Boulevard, Airline Highway~~

~~**Characterized by:** Heavy auto use with minimal, existing pedestrian activity.~~

~~**Typical Land Use Classifications:** Residential Neighborhood, Employment Center, Industrial~~

larger parking areas should be encouraged. This can transform under-utilized conventional suburban shopping centers into environments where walking between buildings becomes more appealing.

~~2   A city block that is much larger than a traditional block.~~

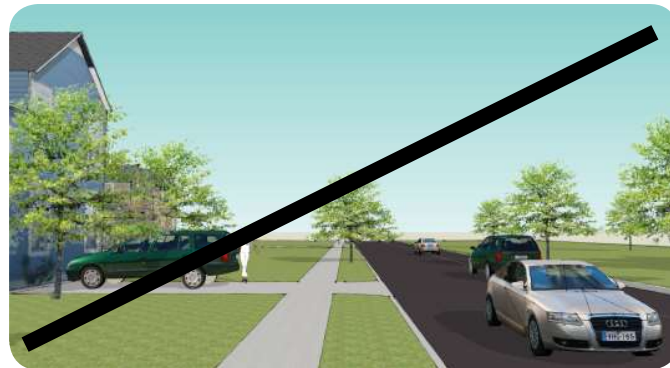## Part 1: ~~Creating Walkable Districts~~ Managing Form

Replace photos: Pride One Stop

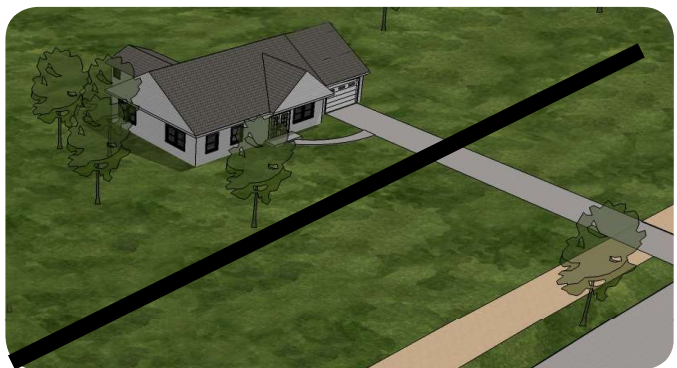## ~~Recommended~~ Rural ~~Design Level:~~ Character Area

Figure 5: ~~Rural Design Level~~

Commercial

Residential

~~GOALS AND~~ RECOMMENDED DESIGN STANDARDS:

General Character: Located in outlying parts of the Parish and are not likely to be developed or redeveloped in the near term. Typically characterized by large lot residential or agricultural uses.

Pedestrian walkways and landscaping: In commercial areas, wide, highly visible crosswalks are encouraged and pedestrian access should be facilitated. A vegetated buffer should be included between sidewalks and roadways. Trees and landscaping should be incorporated in parking lots. For residential areas, pedestrian pathways should be encouraged, however sidewalks will not always be required.

Site considerations: The street network design should be connected to reduce "superblocks."

~~**Examples:** Pride/Port Hudson, areas adjacent to Zachary and Baker.~~

~~**Characterized by:** Heavy auto use with minimal, existing pedestrian activity.~~

~~**Typical Land Use Classifications:** Residential Neighborhood, Rural, Agriculture, Parks.~~

New Parking Guidelines for Pedestrian-Friendly Businesses

Like the zoning ordinances of many cities, Baton Rouge's ordinance includes minimum off-street parking requirements. These requirements usually are expressed as a ratio proportionate to the gross leasable area of the building. For example, a 1,000 square foot building may be subject to a standard of providing five spaces per 1,000 square feet. When parking supply exceeds 3 spaces per 1,000 square feet, more area is set aside for parking than for usable floor space. Parking requirements are the greatest single determinant for achievable density. When density is reduced, opportunities for providing services within walking distance, and the potential for successful transit are also reduced.[1]

Because auto-oriented development must attract consumers with convenient parking availability, parking lots are designed for a capacity to accommodate the peak hours of the year, which is less than 1 percent of the total hours a shopping center is open per year. During this time, the "functional capacity" reaches 85-95 percent — the standard in which patrons should be able to find a parking space as soon as they enter the parking area. This means that more than half the spaces are empty most of the time.[2]

In 2017, the Planning Commission adopted new parking standards based on the localized criteria of the Character Areas. Areas that are intended to be more walkable ~~should~~ have lower parking requirements. Lower requirements do not necessarily mean less parking will be built, but they free developers to balance the needs of automobile users with the financial constraints of development and the desire for walkable districts. The amount of surface parking required for a retail store may seem like a minor issue at the neighborhood scale, but over time and across the city, the amount of land consumed just by surface parking lots can be enormous.

Provisions For Lower Parking Requirements

1   Parolek D., and Parolek K., Form-Based Codes, 2008.

2   Parking Requirements for Shopping Centers, Urban Land Institute, 2000

WHY PARKING STANDARDS MATTER SO MUCH

Large surface parking lots separate buildings and increase walking distances – people are much less likely to walk because of the inconvenience.

Having substantial separation between buildings also works against the natural formation of a business district. Businesses seeking to relocate understandably do not view separated or spread-out commercial areas as a destination district where people will arrive and visit multiple businesses. They see these areas instead as a collection of unrelated businesses.

Surface parking competes against a building's footprint for the available lot area, reducing development intensities—the more surface parking on a site, the less room there is for a building.

High parking requirements increase development costs by forcing a developer to find a larger site for a proposed building. Parking requirements are especially onerous for potential redevelopment projects that often are the best locations for walkable districts.

~~In addition to a reduction in parking standards, the City-Parish should give parking credits or should lower standards in certain instances, such as:~~

- ~~Adjacent on-street parking always should be credited toward meeting parking requirements.~~

- ~~Businesses should be able to meet parking requirements partially or completely through "in-lieu" fees earmarked for a future shared parking facility.~~

- ~~Lower standards should continue to be applied when development is proposed near a shared parking facility. For urban areas where sufficient public parking is already available, no off-street parking should be required.~~

- ~~Lower standards should be applied if development is proposed adjacent to high-frequency transit or within one~~ ~~half~~ ~~mile of a high-capacity transit station or transit center.~~

How to Plan for and Create Walkable ~~Districts~~ Communities

~~Great~~ walkable ~~districts~~ communities are the result of good urban design and successful implementation strategies. The most effective method to create pedestrian-friendly districts is to use a three-pronged approach to implementation:

- Partnerships
- Public investment
- Regulation

Partnerships

Partnerships involve a sharing of efforts, money, or expertise between a local government and either another governmental agency, a business entity or private person, or a nonprofit organization. Partnerships are a valuable tool to help spark new, lively, pedestrian-friendly districts or to help create new momentum in an older district. A new project, if successful, can change market perceptions and thereby generate additional private development. In prime real estate areas, partnerships are also useful in providing land uses that the market would not typically provide. One example is housing for residents with moderate incomes in areas such as downtown where the market would typically provide only retail, office development, and high-end residential.

Partnerships with groups of existing land and business owners can be used to finance the necessary right-of-way improvements to turn a potentially good walkable district into a great one. An example of a financing mechanism to accomplish this is a Local Improvement District, or LID. LIDs help finance needed capital improvements by forming special assessment districts. LIDs permit improvements to be financed and paid for over time instead of an up-front lump sum. These districts have been used in numerous cities through the country to finance wider sidewalks, reconfiguration of streets to make room for on-street parking, and even to build modern streetcar systems.

Public Investment

Public investments are direct expenditures that can improve an area and also can change the climate in which private decisions are made. Public investment policies are key strategies to ensure that changes to public infrastructure support walkable communities. Public investments that encourage walkable development include:

- Right-of-way improvements
- Sidewalk widening
- On-street parking
- Street trees
- Sidewalk bulb-outs and median pedestrian refuges
- Traffic calming measures

In some instances, where costs are prohibitive to connect existing roads, pedestrian and bike connections accomplish many of the same benefits, but at a reduced cost. Traffic calming measures are sometimes appropriate to lower traffic speeds enabling pedestrian traffic to flourish; traffic calming options are discussed further in the Transportation element.

Part ~~1~~2: ~~Creating Walkable Districts~~ **Pedestrian Friendly Design**

THE IMPORTANCE OF STREET TREES

Maintaining the existing trees and carefully planning new plantings will have a tremendous and positive influence on East Baton Rouge Parish's future. In order to have a highly successful pedestrian realm, trees must be given a place in the intense competition for public space currently occupied by fire hydrants, garbage cans, utility lines, manholes, and directional devices. In fact, street trees are an urban requirement, rather than a decorative afterthought. Prohibitory regulations concerning tree planning and reluctance to undertake the associated maintenance are two major obstacles which must be directly addressed.

Since many municipalities do not plant street trees, an ordinance is needed to carry out a tree planting program based on a master plan for trees. Most street trees will need some maintenance throughout their life. Pruning, watering, pest control are all part of a successful maintenance program. The frequency of required maintenance can be minimized by choosing native tree species.

The idea of preparing a master tree planting plan is not new and has considerable merit. Tree planting on all the broad avenues of Washington, D.C. was part of L'Enfant's original plan for the city, though not executed until after the Civil War. Less extensive tree planting plans were completed in New York City, and parts of Philadelphia, PA, Vancouver, B.C., Savannah, GA, and New Orleans, LA. Given the significance of the visual impact and functional benefits of street trees, a well-conceived City-Parish design for street tree planting should be made a high priority planning task.

Credit: Arnold, Henry. Trees in Urban Design, 1980.

Regulations

Regulations are key planning tools that shape private investment, such as the location of buildings and parking, the form and size of buildings, and basic design features of the streetscape. Strategic regulations can affect the likelihood that development will occur where it is wanted and can discourage incompatible development.

Zoning Modifications

Walkable ~~districts~~ communities are created not just through the design and land-uses of the immediate district, but they also must have a market of potential pedestrians within walking distance. Existing commercial zoning in these areas should allow residential development. In more vibrant pedestrian areas, residential land use should not be allowed on the first floor in order to maintain the streetscape quality of commercial storefronts In addition, oversized commercial districts that act to discourage the development of nearby housing and office uses ~~should~~ could be divided into a core commercial district with surrounding residential, office or more mixed-use ~~zoning.~~ developmnent.

In many cases, busy collector streets that run through predominantly residential areas may be appropriate for the location of small ~~pedestrian~~ neighborhood centers. Zoning for these centers ~~should~~ allows smaller commercial and mixed-use buildings to ensure a relatively low impact on surrounding neighborhoods.

Because offices, college campuses and hospitals provide a viable source of pedestrian-oriented consumers, walkable commercial districts are an excellent fit with these land uses. Areas with existing pedestrian-friendly street design and traffic characteristics are great places to encourage more robust pedestrian districts.

Development Standards

~~Maximum and Minimum Intensities~~

~~The private sector is typically the primary engine behind creating walkable districts. Therefore, it is crucial to allow enough development intensity in these areas so as to be financially viable and competitive with lower priced suburban land. This is especially important in highly developed areas where more expensive redevelopment will be the primary method through which change will occur.~~

~~In undeveloped or underdeveloped areas, which are also planned for new walkable commercial development, zoning standards should specify either a minimum floor area ratio (preferred) or maximum parking standards to ensure new development is compact enough to create adequate densities.~~

~~Code Strategies~~

~~A "Pedestrian District Zone" is a straightforward approach to creating the regulatory environment for a walkable commercial district. A Pedestrian District Zone acts to modify the base zone, examples of which might include:~~

- ~~Provisions for housing density bonuses~~
- ~~Lower parking requirements and a parking credit mechanism~~
- ~~Minor modifications to allowable land uses~~
- ~~Minimum FAR requirements~~

~~If the district zone is used to create wholesale modifications to the underlying zone, a better approach would be to re-examine and modify the base zone itself or change the base zone designation.~~

~~**EFFECTIVE DESIGN STANDARDS**~~

~~Design standards that are written clearly, based on measurements that can be easily calculated on a drawing of a proposed project, tend to be effective for multiple reasons. First, these standards tend to be more defensible legally. Second, they offer developers more certainty about the effect of standards. Often the uncertainty about these effects becomes more problematic to developers than the actual reality of meeting the requirements. Finally, objective standards are relatively efficient to administer, both in time and resources. Examples could include:~~

~~*Parking location: Parking areas shall not be located between buildings and the street.*~~

~~*Orientation: Buildings shall have their primary orientation toward the street rather than the parking area. This primary entrance shall be articulated as a prominent architectural component.*~~

~~*Build-to lines: At least 60 percent of the street frontage shall have buildings within 10 feet of the front property line.*~~

~~*Windows and openings: Any wall that is within 30 feet of the main street, plaza or other public open space shall contain at least 50 percent of the wall area facing the street in display areas, windows, or entryways.*~~

~~*Street trees: One street tree shall be placed for each 30 feet of frontage for that portion of the development fronting the street.*~~

~~*Pedestrian shields: Buildings shall incorporate arcades, alcoves, porticos and awnings that protect pedestrians from the sun and rain.*~~

Part ~~2~~3:
Small Area Plans

What Is a Small Area Plan?

Baton Rouge is made up of unique neighborhoods and places. Each one of these areas has its own distinct set of challenges that need to be addressed. The FUTUREBR plan presents a process for facilitating neighborhood growth and revitalization, called the small area planning process. A full description of the process is included in the Land Use Appendix. The small area planning process is used to articulate a clear community-supported vision for individual neighborhoods or districts. Following a Small Area Planning process, recommended updates should be developed for land use, zoning, and investments.

While the FUTUREBR Comprehensive Plan identifies solutions for generalized issues, small area plans should include recommendations for very focused issues. If each small area plan includes its own unique zoning designations, design standards, or street types the planning and zoning would become hopelessly complex and fragmented. Instead, a standardized process for small area plans ~~is recommended~~ has been adopted so they can be readily adopted, efficiently administered, and implemented.

FUTUREBR idenitifies small area plans adopted by Metropolitan Council. Other small area plans are acknowledged, but not incorporated into the comprehensive plan.

How Are Small Area Plans Initiated?

The pressures of growth and public investment create tremendous demand for undertaking small area plans. Small area planning is a partnership between the City-Parish and the area's stakeholders — residents, businesses, institutions and other government entities. Small area plans may be initiated by the neighborhood associations, business associations, private developers, the City-Parish Planning Commission or any other relevant entity.

The focus area for a small area plan can cover as few as 10 acres, a corridor, or a neighborhood. City-Parish staff from relevant departments, with assistance from the Planning Commission, should evaluate neighborhoods, corridors and districts and establish priorities. ~~Available resources should be allocated and timeframes established for starting specific plans. Outside organizations agencies or business associations may be able to supplement City-Parish resources by helping with public involvement in the planning process.~~

~~Key Neighborhoods and Districts~~ Small Area Plans

1. ~~Downtown~~ Scotlandville (Adopted 2011)

2. ~~Mid City~~ Health District (Adopted 2016)

3. ~~Old South, Nicholson Drive,~~ Downtown ~~LSU and North Gate Area~~

4. ~~North Baton Rouge: Southern University, Scotlandville, and the Airport Area~~ Mid City

5. ~~South Medical District~~ Old South Baton Rouge, Nicholson, and North Gate

~~6. Broadmoor Shopping Center and the Cortana Mall Area~~

6. Zion City and Glen Oaks

7. Northdale and Standard Heights

8. Choctaw Corridor

9. Melrose East

Part 23: **Small Area Plans**

Downtown (3)

In recent years, Baton Rouge has reinvested in downtown and taken significant steps to improve walkability, safety and comfort for pedestrians within the downtown. The renovation and construction of numerous buildings and public spaces — including the Hotel Indigo, North Boulevard Town Square, IBM, and the Kress Building — have helped to build momentum for continued reinvestment in downtown.

Figure 6: Plan Baton Rouge Phase II Downtown Visualization

The Downtown Development District, Baton Rouge Area Foundation, and Center for Planning Excellence have all played critical roles by providing funding and leadership towards building local capacity for redevelopment initiatives. Plan Baton Rouge (1998), produced a broad local consensus for creating a more active, livable, enjoyable downtown environment. Plan Baton Rouge II (2009) further supported recommendations for developing the scope and character of downtown.

Figure 7: Plan Baton Rouge II study area map

Extend levee top promenade

Extend Capital Park Blvd. to River Rd.

Narrow River Rd. and landscape both sides

Design a gateway at the Spanish Town overpass

Create a pedestrian connection to DeSoto Park from Welcome Center at Capitol Park

Allow two-way traffic on Laurel St.

Create at-grade crossings on River Rd. at all main streets

Design gateway at Northern Blvd. at 1-110 overpass

Bridge over Waterworks site to LASM and the river

Improve pedestrian experience on Government St.

Allow two-way traffic on St. Ferdinand and St. Louis Streets

Restore South Blvd. to a divided boulevard

Design gateway to St. Louis St. at South Blvd.

PLAN BATON ROUGE II PRIORITY ACTIONS

These priority actions are strongly supported by the FUTUREBR Comprehensive Plan.

1. Reconnect Downtown to the river and to adjacent neighborhoods
2. Plan Downtown for future transit
3. Implement a downtown–wide mixed-use, housing, and retail strategy
4. Develop the Third Street anchor project – marketing of events and attractions, streetscape improvements along Third Street
5. Develop housing and office in Victory Park
6. Plan and maintain an urban forest
7. Unify the Central Green
8. Extend Capital Park into Desoto Park

Part ~~23~~:Small Area Plans

Mid City (4)

The Mid City area encompasses land between Interstate 110 directly east of downtown to the campus of Baton Rouge Community College, and between North Street and Government Street.[3] Florida Boulevard, Government Street and North Boulevard connect the area directly into downtown, the Capitol Complex, Spanish Town, and Beauregard Town. Redevelopment of the Westmoreland Shopping Center, ~~reuse of the Women's Hospital~~ and investment in properties located between the Baton Rouge General Medical Center and Baton Rouge Community College all provide excellent opportunities to strengthen the district. The proximity of Mid City to downtown and other major employment areas such as Baton Rouge General, the presence of strong neighborhoods, well-connected streets make it a highly desirable location for long-term investment.

---

3   The area described as Mid City reflects the extent of the district for the purposes of the FUTUREBR plan only.

~~As the improvements to downtown continue to transform downtown into a primary destination, the market for redevelopment within Mid City will increase. People want to live within a pedestrian-friendly distance of downtown. Redevelopment of Florida Boulevard and Government Street are expected to lead the way in transforming Mid City into a vibrant, desirable area.~~

~~During a community workshop, participants placed planning chips corresponding to building types, transit types and park and open space types on a map of Mid City. The composite map (Figure 7) illustrates the areas where the most chips were placed by community members.~~

~~The Mid City concept map was created using public input, planning knowledge and information gathered regarding local redevelopment potential.~~

Figure 8: Mid City - Areas of Community Interest


Figure 9: Mid City - Concept Map

■ Downtown
■ Town Center
■ Regional Center
■ Neighborhood Center
■ Mixed-Use Arterial
■ Main Street
■ Employment
■ Commercial
■ Industrial
■ University District
■ Institutional
■ Agricultural and Rural
■ Parks
■ Open Space
■ Urban Neighborhood
■ Compact Neighborhood
■ Residential Neighborhood

~~ This legend is consistent with all small area maps~~*

Figure 10: Potential Development at the Intersection of Florida Boulevard and Acadian Thruway

BEFORE

AFTER
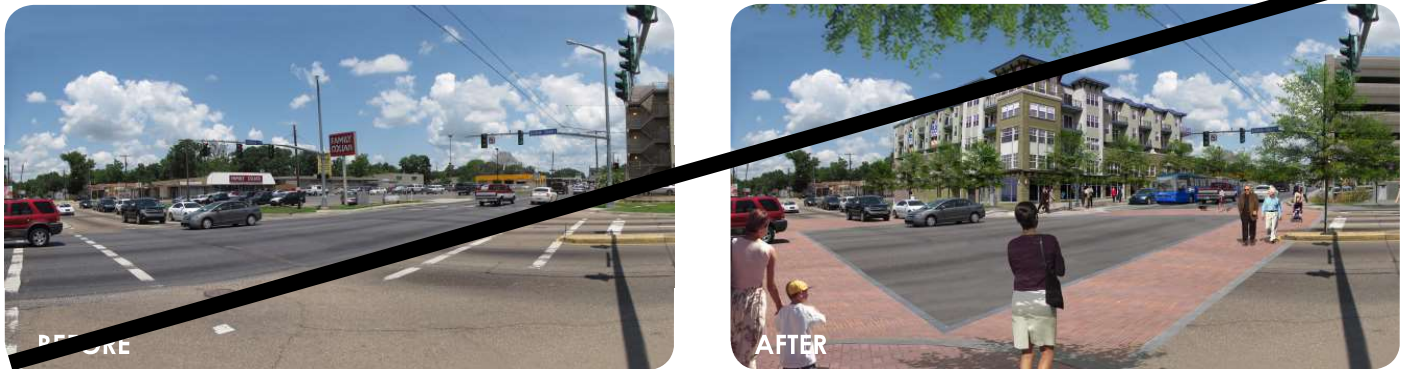
Figure 11: Potential Development Along Government Street in Mid City

BEFORE

AFTER

Mid City Recommendations

- Focus redevelopment efforts on Government Street and Florida Boulevard.

- Design the passenger rail station near 15th and Main as a community asset, and integrate it into the neighborhood. Prioritize safety, convenience and pedestrian orientation.

- Facilitate redevelopment of the Westmoreland Shopping Center and sites surrounding Baton Rouge General Medical Center.

- Enhance the Convention Street Connection between Mid City and Baton Rouge Community College.

- Begin bus rapid transit service on Florida Boulevard.

- Continue to strengthen and support existing neighborhoods.

Part ~~2~~3: Small Area Plans

Old South, Nicholson Drive, LSU and North Gate Area (5)

Historically, Old South Baton Rouge included some of the City's best and most popular restaurants, department stores, and theaters. Recently, federal grants from the HOPE VI program have brought investment back to the community, and significant progress has been made in creating quality, affordable housing options for residents. The Old South neighborhood is bounded by downtown to the north, Dalrymple Drive to the east, the Mississippi River to the west and Louisiana State University Campus to the south.

Adjacent to the LSU campus, the North Gate district is currently a hub of student activity with walkable shopping and dining opportunities. LSU is linked to downtown by Nicholson Drive and Highland Road. A proposed street car route along Nicholson Drive would spur significant private investment in the area and create a safe and convenient transportation alternative to serve LSU and the larger community. Continued reinvestment in the North Gate area would strengthen connections to campus, and improved linkages to University Lake and Lake Crest would reduce traffic congestion and access to the lake.

~~Old South, Nicholson Drive, LSU and North Gate Area~~ Recommendations

- Improve the appearance of the two primary entryways into the North Gate of LSU, the intersections of Highland Road with State Street and Chimes Street, including streetscape enhancements of these three roads.

- Enhance the State Street and Chimes Street connection to Dalrymple Drive and University Lake

- Formalize existing pedestrian circulation routes, connect roadways to disperse traffic and reduce congestion at peak times

- Adopt and enforce a shared parking ordinance.

- Discourage non-shoppers from leaving their cars in business lots or in on-street spots while not shopping through enforcement of parking time limits.

- Construct a public parking structure with active ground-floor uses (liner businesses).

Small Area Plans

The Small Area Plans for Scontlandville and the Health District were formally adopted by Metro Council. Plans for Downtown, Mid City, Old South Baton Rouge and Broadmoor/Cortana are not formally adopted plans

RDA's Community Improvements Plans (CIP)

The RDA and its consultant team worked for eighteen months to create Community Improvement Plans for five districts within East Baton Rouge Parish, including Choctaw Corridor, Northdale, Melrose East, Scotlandville Gateway, and Zion City & Glen Oaks. The plans are community-driven with residents and other stakeholders providing input for guiding the future reinvestment and development in their communities to ensure that redevelopment efforts are sustainable and in keeping with each respective community's needs, character, and vision, as determined through discussions between the RDA, elected officials, and community stakeholders. In addition, the plans deliver action-oriented strategies that identify opportunities for reinvestment back into the community, while building upon the momentum of other revitalization efforts currently underway. (Note: CIP text adapted directly from RDA website)

~~Old South Baton Rouge~~

The Old South Baton Rouge Strategic Plan (2005) identified strategic and implementation steps to generate reinvestment in the area, and to strengthen and preserve the residential character of the neighborhood. The FUTUREBR Comprehensive Plan supports these recommended goals and encourages the community to continue implementation of the following:

Community Identity

- Enhance the overall beauty of Old South.
- Encourage restoration of historic homes; assist seniors in repairing their homes.
- Celebrate the community's history.

Education And Youth Programs

- Facilitate vocational education and training for non-college bound middle and high school students.
- Develop alternative activities to promote youth education and discourage loitering.

Enforcement

- Enforce panhandling ordinance.
- Resolve the drainage issues.

~~Nicholson Drive~~

~~Nicholson Drive is one of two primary routes connecting the LSU campus to downtown. The property between McKinley Street and Garner Avenue is held in single ownership and is slated for transformation into a mixed-use, primarily housing area that caters to students and young professionals. One of the recommendations of the FUTUREBR plan is to pursue a modern streetcar route on Nicholson Drive, connecting downtown and LSU. Streetcars become a viable option only when a sufficient number of households and jobs are located nearby. Coupled with other land use changes throughout the City-Parish, the planned development along Nicholson would likely supplement the number of existing households in the area to create sufficient demand for a successful streetcar system. Many other communities that have built modern streetcar systems including Dallas, Texas; Portland, Oregon; and Memphis, Tennessee have also experienced additional increases in local investment and job creation.~~

Figure 12: Old South Baton Rouge Master Plan

Figure 13: ~~Nicholson Drive Streetcar and Mixed-use Development Concept~~

BEFORE

AFTER

~~LSU and North Gate~~

~~The North Gate District adjacent to the LSU campus is a historic area with a number of restaurants, coffee shops, and newer apartment buildings. This area is already pedestrian-oriented but could be significantly improved with a series of relatively minor improvements: bulb-outs, pedestrian crosswalks, wider sidewalks and street trees.~~

Figure 14: North Gate Concept Map
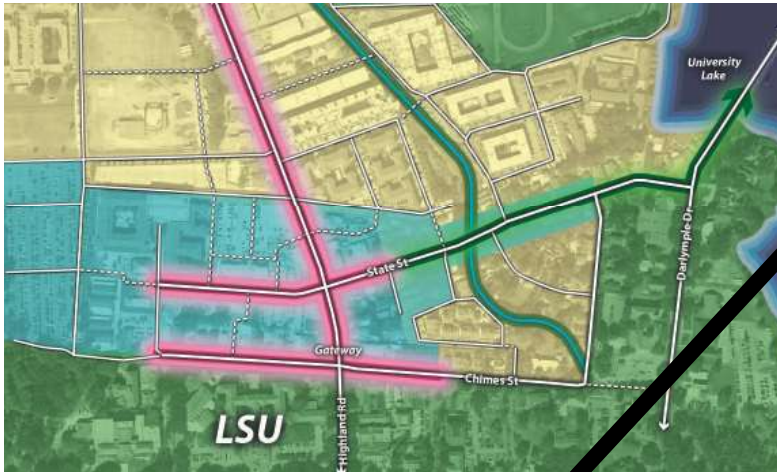
~~Working with LSU student government and the North Gate Merchants Association, a concept map was developed to address concerns related to the continued success of local businesses, safety, vehicle traffic congestion, parking management and pedestrian circulation.~~

Figure 15: ~~North Gate, Intersection of State Street and Highland Road~~

Roadway improvements and pedestrian-oriented buildings

Part ~~23~~: Small Area Plans

~~North Baton Rouge:~~ Scotlandville (Adopted 2011)~~, Southern University and the Airport Area~~ (1)

Home to the campus of Southern University, the Baton Rouge Metropolitan Airport and the Scotlandville neighborhood, this area serves as the functional northern gateway into the Parish, where people first experience a sense that they have arrived in Baton Rouge.

~~Scotlandville and Southern University~~

The East Baton Rouge Regional Development Authority (RDA) has identified the Scotlandville gateway area as one of five Capital Improvement Plan areas in the Parish. Public workshops and community-led redevelopment efforts have been in process with the RDA since 2009. The proposed improvements are intended to enhance the gateway, reinstate a feeling of neighborhood pride and yield subsequent reinvestment in the area. In addition to the RDA, Southern University Community Design Research Center and the Mayor's Green Light Program, along with other groups, have worked extensively with residents and business owners to build momentum for improvements that focus on historic preservation and improved walkability and livability.

Early successes in the Scotlandville area have included a business façade improvement program and streetscape improvements for Swan Avenue. Future potential redevelopment plans could include a neighborhood grocery store, small mixed-use infill projects, single-family houses, townhouses and apartments to be built within existing neighborhoods.

THE SCOTLANDVILLE COMPREHENSIVE COMMUNITY DEVELOPMENT PLAN

The Scotlandville Comprehensive Community Development Plan (SCCDP) addresses a broad range of interrelated topics in a unified way. The SCCDP identifies & analyzes the relationships between the economy, transportation, housing, the physical environment, land use and zoning, social services, and other community components. The SCCDP sets forth goals; analyzes existing conditions and trends; describes and illustrates a vision for physical, social, and economic conditions of the community, prospectively for the next twenty (20) years. The plan outlines policies and guidelines intended to implement the community's vision. This plan was developed through an engaged collaborative process involving citizens, students, businesses, stakeholders, local government officials, and local and state agencies, ensuring this is a community driven plan, representing the Scotlandville community.

Plan Integration - The SCCDP is a comprehensive Community Plan within FUTUREBR that focuses more detail on the Scotlandville community. The Redevelopment Authority's (RDA) - Community Improvement Plan (CIP) is a type of small area plan that focuses on economic development within the SCCDP at the "Scotlandville Gateway". All three plans (FUTUREBR, SCCDP, CIP) work in concert with one another at different levels of development. Where boundaries overlap consult that specific plan for more details.

~~The Airport Area~~

~~Baton Rouge Metropolitan Airport connects to the larger region and global economy with more than 50 daily flights to and from four major airline hubs. Recent redevelopment adjacent to the airport includes a LEED-certified, 780,000-square-foot Coca-Cola bottling facility. An adjacent airport-oriented Business Park is planned for construction. Airport enhancements will help East Baton Rouge Parish achieve more of its economic diversity goals, which include attracting more foreign investment and foreign-owned companies. These employment centers will provide family-wage jobs for hundreds of Baton Rouge residents.~~

South and east of the airport, the Zion City neighborhood has been participating in community-led efforts – in partnership with the RDA and the Mayor's Green Light Program – to identify opportunities to mend difficult connections within the district and foster community pride. Initiatives currently under way include proposed improvements to Plank Road, Simplex Street and Ford Street. Community-led efforts seek to create or improve family-wage housing, neighborhood services, parks and streetscape improvements, including sidewalks, street trees, pedestrian areas, street drainage and neighborhood scale lighting.

~~North Baton Rouge: Scotlandville, Southern University and the Airport Area Recommendations~~

- ~~Maintain and support existing single-family neighborhoods.~~
- ~~Formalize and add bike routes and inter-neighborhood connections.~~
- ~~Improve or introduce frequent bus service along Scenic Highway, Airline Highway and Plank Road.~~
- ~~Encourage historic preservation and restoration of historic storefronts especially on Scotland Avenue.~~
- ~~Infill with street-oriented buildings and implement streetscape recommendations from the RDA for Swan Avenue, Scotland Avenue and Scenic Highway.~~

Figure 16: North Baton Rouge Areas of Community Interest
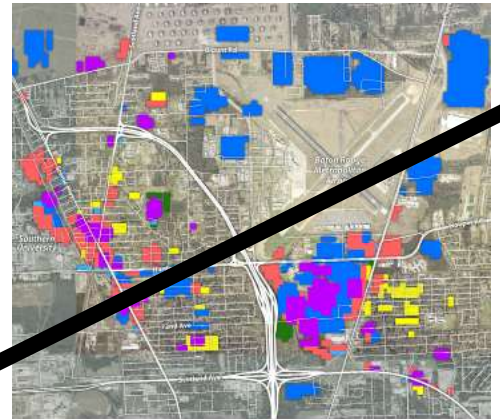
~~During a community workshop, participants placed planning chips corresponding to building types, transit types and park and open space types on a map of the Scotlandville/North Baton Rouge district. This map illustrates the areas where the most chips were placed by community members. Participants were particularly interested in improvements in the Scotlandville area and also in the currently undeveloped area located directly south of the airport.~~

Figure 17: N. Baton Rouge Concept Map

~~The Scotlandville/North Baton Rouge concept map was developed using public input from community workshops and information gathered regarding local redevelopment potential.~~

~~South Medical~~ Baton Rouge Health District (2)

The ~~South Medical~~ Baton Rouge Health District is a regional hub for health services. Located between Perkins Road and Interstate 10, the area is bordered to the south east by the Mall of Louisiana, both a regional destination and employment centers. Our Lady of the Lake Hospital will soon become a teaching hospital for LSU's Medical College, and both Pennington Biomedical Research Center and the Baton Rouge General Medical Center campuses continue their expansion in this pivotal area.

The popular Perkins Rowe mixed-use development has expanded housing, dining and shopping options. This compact neighborhood provides a model for additional residential, retail and commercial development options in this area. Beyond Perkins Rowe, newer single-family neighborhoods border the district, and the majority of trips are taken via the interstate or by one of three primary arterials in the district: Bluebonnet Boulevard, Essen Lane and Perkins Road. Traffic congestion has become a challenge.

Figure 18: South Medical District Areas of Community Interest

During a community workshop, participants used planning chips to indicate a desire for a greater mix of land uses in the South Medical District. Participants primarily identified locations along the existing rail route, bordering Essen Lane, along Bluebonnet Road and on currently vacant land. Participants also indicated interest in enhancing creeks and connections to open space.

Figure 19: South Medical District Concept Map

The concept map illustrates the FUTUREBR recommendations to alleviate traffic congestion and improve mobility in the South Medical District.

~~South Medical District~~ Recommendations

- Establish a network of lower-traffic volume neighborhood streets. This would transform the area significantly, improving livability for employees, residents and visitors by providing alternative routes for local trips.

- As the district becomes better connected, high frequency bus service would become more viable; a proposed station on the future passenger rail route would connect the South Medical District to downtown Baton Rouge, New Orleans and beyond.

- Incorporate more housing near the existing employment areas, allowing employees to live closer to work places.

Broadmoor Shopping Center and Cortana Mall Area (10)

The Broadmoor Shopping Center and Cortana Mall Area is primarily a district of residential neighborhoods located behind the commercial and retail uses on Florida Boulevard. Cortana Mall anchors the district to the west, and Sherwood Forest Drive forms the eastern boundary. While the Cortana Mall is largely occupied, like most aging enclosed shopping malls, it is likely to redevelop within the next 20 years. Redevelopment along Florida Boulevard between Airline Highway and Sherwood Forest Drive will strengthen the surrounding Broadmoor, Sherwood and Villa Del Rey neighborhoods, and create an attractive gateway into the heart of the city.

Figure 20: Broadmoor Shopping Center and Cortana Mall Areas of Community Interest

Figure 21: Broadmoor Shopping Center and Cortana Mall Concept Map
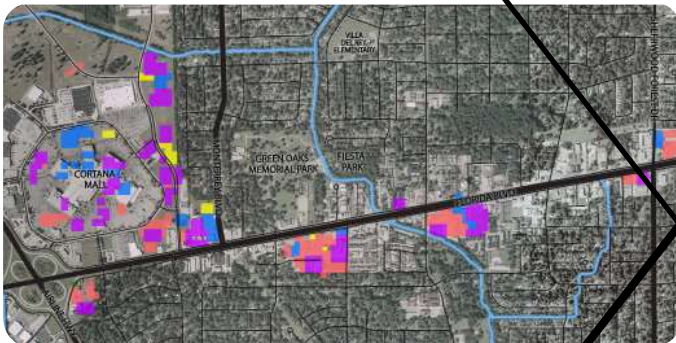
Participants in a community workshop identified infill opportunities and nodes for commercial and mixed-use centers along Florida Boulevard. Workshop chips were concentrated within areas that are currently or were historically commercial centers. In general, additional development was not recommended within the existing single-family neighborhoods.

Broadmoor Shopping Center and the Cortana Mall Area Recommendations

- Protect the stable existing neighborhoods bordering the area, including Villa Del Rey, Broadmoor and Sherwood.

- Focus long-term revitalization efforts on re-integrating the current site of the Cortana Mall into a mixed-use area connected to the surrounding neighborhood. Improve commercial area and establish a greater mix of uses in the following locations: intersections of Florida Boulevard with Marilyn Drive, Sharp Lane, and Sherwood Forest Drive.

- Provide bus rapid transit on Airline Highway and Florida Boulevard.

Approved Small Area Plans (MOVE TO PAGE 19)

The following plans have been approved by the Metropolitan Council. This action makes them an integral part of the Plan narrative, and further refines the Vision of FUTUREBR for each individual area. Development within these areas should be reviewed for consistency with the overall goals and objectives of the full FUTUREBR plan, as well as with these Small Area Plans.

The full text, maps and implementation recommendations of each plan may be found on the Planning Commisson's website.

Plan Name	Adoption Date
Scotlandville	2011
Baton Rouge Health District Plan	2016
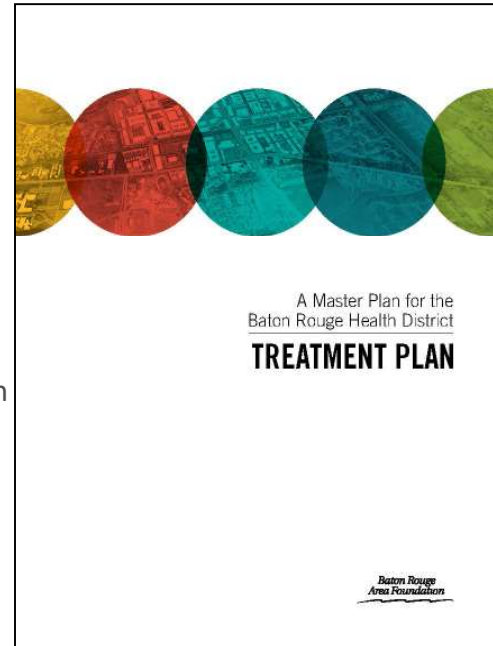
The Baton Rouge Health District Plan, sponsored by the Baton Rouge Area Foundation, provides a "diagnosis" of conditions which effect the healthy development of the area and provides a "treatment" plan outlining a course of action.
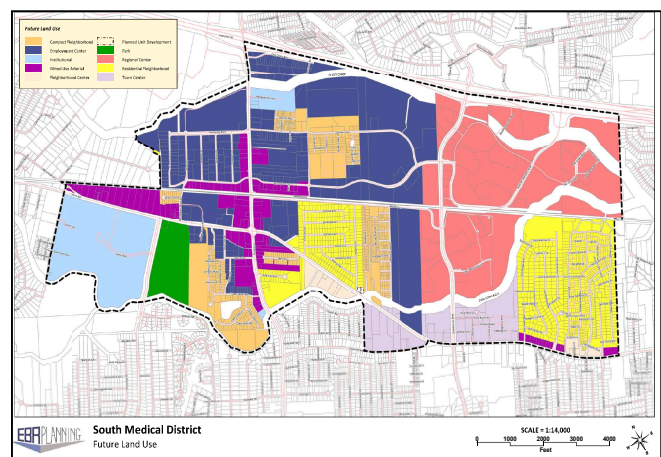
Zion City and Glen Oaks CIP (7)

Located near the Baton Rouge Metropolitan Airport, Airline Highway, and Interstate 110, Zion City and Glen Oaks are close knit communities containing some of the first subdivisions in North Baton Rouge. The vision of the CIP is for this area to emerge as a thriving residential community adjacent to commerce, located in the larger Howell Place development as well as future economic opportunities along Hooper Road and Plank Road.

Northdale and Standard Heights CIP (8)

Established in 1956, these neighborhoods are bordered by the Kansas City Southern Railway to the west, and Interstate 110 and Choctaw Drive. The vision is to reinterpret Northdale's & Standard Heights' successful pasts into a sustainable future and build on enhancements to BREC Memorial Stadium complex and the Downtown Development's Greenway Plan to re-connect the area to surrounding communities.

1 LEE'S HOTSPOT LOUNGE
2 SIMMON'S AND NELSON'S ATTORNEYS
3 PAYLESS CAR SALES
4 WEBSTER'S MOTOR & TRANSMISSION SERVICE
5 CHEVRON
6 SHELL
7 SPECIALITY VALVE & MACHINE INC

Part 3: **Small Area Plans**

Choctow Corridor CIP (9)

The CIP area follows Choctaw Drive between Foster Drive and the Interstate 110. The plan envisions a prosperous, sustainable, and vital community that embraces its legacy as a significant commercial and industrial area in Baton Rouge, while emerging as a contemporary center of commerce that physically and economically connects to East Baton Rouge Parish as a whole.

Melrose East CIP (10)

Located north of Florida Boulevard and west of North Ardenwood Drive, Melrose East retains the potential for renewal. Proximity to the surrounding community, including Bon Carre, Baton Rouge Community College, and Florida Boulevard corridor, will enhance the efforts of the RDA to bring about a renaissance in the area.

Map legend:
- ❶ 6 PACK DEEP LLC
- ❷ LIFE CHANGERS WORSHIP CENTER
- ❸ OAK PARK PLAZA APARTMENTS
- ❹ URS
- ❺ BETA COMMUNITY SERVICES
- ❻ WHITTAKERS CREDIT RECOVERY SVC
- ❼ US ARMY RECRUITING

Part 4:

Maintaining Neighborhood Identity

The physical condition of public and private property in neighborhoods should be maintained through a robust code enforcement effort. Red Stick 311 processes citizen requests for service including complaints concerning code violations, tall grass, illegal signs, litter, and blighted properties. Citizen requests can be submitted online, by dialing 3-1-1, or through a mobile phone application regardig the following topoics:

• Code violations

• Drainage, erosion, flooding or holes

• Environmental issues

• Garbage and recycling service

• Mowing and tree issues

• Road maintenance issues

• Sewer and wastewater

• Street and traffic issues

Part ~~3~~5: **Goals, Objectives and Actions to Achieve the Vision**

This section details the ~~urban~~ <u>Community</u> Design and Neighborhood goals, objectives and actions that will move East Baton Rouge Parish toward the community's Vision.

Goals are the big overarching ideas, changes or practices that are essential to realize the community's Vision.

Objectives establish specific, measurable, attainable and realistic goals that guide how the Comprehensive Plan is implemented in a way that will achieve the Vision.

Actions outline the steps needed to achieve the objectives.

STRATEGIC IMPLEMENTATION PLAN:

In addition to goals, objectives and actions, the Plan recommends the strategic actions that should be taken in the first 3 to 5 years following plan adoption. These strategic actions are found in the Strategic Implementation Plan.

~~Urban~~ Community Design and Neighborhoods Goal 1 (MAKE GOAL 2)

Support a distinctive urban identity, enriched sense of place, and high quality of life.

Objective 1.1

Ensure that Baton Rouge consists of a strong identity and ~~inspiring~~ character that is appealing to ~~entrepreneurial commerce and residential growth~~ businesses and residents. This includes focusing on the City-Parish's civic, cultural, environmental, educational and historical assets.

Actions to support objective 1.1:

1.1.1 Encourage the building of environments that ~~prioritize quality growth for greater community value, civic pride, and economic development to better compete with municipalities of similar size that have high quality-of-life agendas~~ respect the character of place and support the uniqueness of an area.

1.1.2 ~~Allocate City-Parish funds and~~ Identify ~~dedicated funding mechanisms such as Local Improvement Districts (LID) to~~ and provide funding to enhance pedestrian and bicyle amenities on streets in priority areas.

1.1.3 ~~Cultivate and enhance the relationship between residents and University students. Seek ways to provide opportunities for positive interactions between the groups and involve students in community decision making.~~ DELETE

1.1.4 ~~Design pedestrian-friendly streetscapes and~~ Encourage new developments to provide comfrortable, pedestrian-oriented ~~amenities and enhancements, including~~: environments utilizing seating areas, shade and lighting.

- ~~Arcades, awnings and architectural features that~~

~~Urban~~ Commuinty Design and Neighborhoods Goals

1~~2~~. Enhance community ~~design~~ character by upgrading components of the built environment.

2~~1~~. Support a distinctve ~~urban~~ community identity; enriched sense of place, and high quality of life.

3. Promote ~~integrated~~ development patterns ~~for greater~~ that encourage connectivity and pedestrian orientation.

4. ~~Reduce parking requirements.~~

Part ~~3~~5: Goals, Objectives and Actions

~~provide a human scale and offer protection from the summer heat and rain.~~

- ~~Small pedestrian plazas and green open space that offer interesting public places for people to enjoy the street experience. These should incorporate flexible gathering spaces, water features, shaded seating areas, enhanced architectural features, and/or other focal points.~~

- ~~Public art, high-quality street furniture (benches, trash receptacles, bike racks), and other amenities that enhance the convenience and visual quality of the pedestrian experience.~~

- ~~Walkways and sidewalks to differentiate the pedestrian space from the auto realm and walkways leading directly to the street from building entrances.~~

- ~~Pedestrian-oriented street lighting to increase the sense of safety and minimize light pollution.~~

- ~~Trees and other landscaping to visually enhance the space and provide shade and a cooler microclimate. Native or drought-resistant species are encouraged.~~

- ~~Overhead wires should be moved to underground locations, when feasible and other utilities should be moved to the rear of buildings to optimize visual quality.~~

1.1.5 Site buildings ~~adjacent to the street; encourage a robust pedestrian realm including generous sidewalks, street trees, and outdoor dining~~ **appropriate to their context.**

1.1.6 ~~Group buildings to share common parking lots or structures instead of requiring~~ ~~buildings to provide individual private lots. Smaller lots are often less disruptive to the urban fabric than large, collective lots.~~ **Develop regulations that encourage the use of shared parking.**

1.1.7 ~~Encourage integration of~~ **Require active uses on the** ground floor ~~retail, professional service, and/or professional office storefronts for~~ **of** parking structures that front streets.

1.1.8 ~~Enhance parking structure facades when ground floor uses cannot be incorporated into building design.~~ **COMBINED with 1.1.7**

1.1.9 ~~Encourage~~ **Require** transparent building entrances and numerous transparent windows to offer "eyes on the street," improving both security and pedestrian access.

1.1.10 ~~Primary access for parking lots, garages,~~ **Require** loading zones, dumpsters, and mechanical equipment ~~should be on secondary streets or alleys to maintain primary street pedestrian character~~ **to be screened from view from the street.**

1.1.11 ~~Sidewalks should be as wide as feasible and include street trees and seating.~~ **DELETED. Duplicate Action Items.**

1.1.12 ~~Encourage complementary building height, scale, design and character.~~

1.1.13 ~~Foster a collective sense-of-place by encouraging development of buildings, structures and landscapes that complement the character and scale of their contextual setting.~~

DELETED. Duplicate Action Item

1.1.14   Require new development to be appropriate to the context of its location in density, massing, intensity and size~~, particularly when adjacent to existing residential areas and historic districts.~~

~~1.1.15   Design buildings to be complimentary in height, scale, and massing to the urban context and established character of the surrounding area.~~ DELETED. Combined with 1.1.5.

Objective 2.2

Use the small area planning process to prioritize areas where change is desired.

2.2.1   Include 20-minute neighborhood characteristics in small area plans including:

• The development of neighborhood-serving retail and service uses near existing neighborhoods; and

• Increased density of housing in appropriate locations to sustain the minimum level of retail and public services to support a 20-minute neighborhood.

2.2.2   Incorporate the goals of the existing design overlays into the updated UDC.

Objective 1.2

Create ~~a higher level of design quality in the public realm, which in turn will support~~ community gathering spaces ~~and~~ to encourage social interaction.

Actions to support objective 1.2:

1.2.1   ~~Create significant gathering places and more intimate spaces to promote livability and community placemaking.~~ DELETED. Combined with 1.2.2.

1.2.2   ~~Promote~~ Provide networks of pedestrian scale plazas, squares, parks, and greenways to provide a variety of ~~quality open space~~ gathering spaces throughout the parish.

1.2.3   Prioritize funds for the maintenance of these public amenity areas.

Objective 1.3

The city's historic resources are protected, preserved, restored and adaptively reused. Adaptive reuse of existing buildings maintains existing neighborhood patterns and repurposes unused structures through incentivized renovations, façade improvement grants, and related programs

Actions to support objective 1.3:

1.3.1 Incorporate amendments that support the preservation of historic resources into the UDC.

1.3.2 Update the preservation criteria.

1.3.3 Expand the program to protect additional resources.

~~Objective 1.3~~

~~Ensure that new developments contain an integrated mix of land uses. Advantages include more vibrant mixed-use centers, a creative environment for living and working, and daily needs that in many cases can be met by walking and biking.~~ DELETED. Duplicate of Land Use Objectives.

~~Actions to support objective 1.3:~~

~~1.3.1   Support the planning and design of complete neighborhood communities.~~

~~1.3.2   Direct public investment in services and amenities into key neighborhoods and districts to build complete neighborhoods.~~

Part ~~3~~5: Goals, Objectives and Actions

~~1.3.3~~ ~~Prioritize public facilities (libraries, community centers, street improvements, parks, transit, etc.) in mixed-use districts.~~

1.3.4 Amend the UDC to require a mix of uses in Planned Unit Developments (PUD). MOVE to Land Use Element.

~~Objective 1.4~~

~~Encourage growth within the existing municipal service area.~~

~~Actions to support objective 1.4:~~

~~1.4.1~~ ~~Encourage compact development, mixed-use growth centers and infill development in areas well-served by existing roads, water and sanitary sewer.~~

~~1.4.2~~ ~~Create small area plans for mixed-use growth centers and corridors.~~

~~1.4.3~~ ~~Designate areas for well-designed developments of greater density that are compatible with surrounding neighborhoods.~~ DELETED. Duplicate to Land Use Action Items

~~Urban~~ Community Design and Neighborhoods Goal 2 (MAKE GOAL 1)

Enhance community ~~design~~ character by upgrading components of the built environment.

Objective 2. 1

Create and support quality streetscape design for an inviting, vibrant public realm. Elements include street spaces, building setbacks, sidewalks, and aesthetic components such as vegetated buffers, street trees, and street furniture.

Actions to support objective 2.1:

2.1.1 Identify ~~key~~ areas in need of streetscape design upgrades, such as downtown, urban centers and corridors, and main streets.

2.1.2 Periodically Evaluate the landscape regulations of the UDC to determine their effectiveness in maintaining, enhancing, restoring and creating landscape environments that improve the visual quality of residential, commercial and industrial areas, and public places.

2.1.3 Periodically review the UDC's Landscape Guidelines to assess best practices and enforcement measures to ensure protection and enhancement of the aesthetic qualities of the Parish.

~~2.1.4~~ ~~Consider requiring a percentage of total shade coverage for mature trees in new parking lots.~~

2.1.5 ~~Review and amend~~ Revise the UDC to ensure that the characteristics that contribute to a vibrant, active street space are ~~permitted and/or required:~~ provided:

Enclosure: How streets are visually and spatially defined by building placement, façade design, trees, etc.

Human scale: The articulation of physical elements with a size and proportion compatible for human comfort.

Connectivity: Continuity of streetscape networks that provide linkages between areas.

~~Amenities:~~ Facilities: ~~Convenience and~~

~~safety are impacted by appropriate inclusion of~~ Include intersection bulb-outs, crosswalks, bike racks, shaded seating ~~benches~~, trash containers, and landscape elements, and enhance convenience and safety.

Signage: Regulatory, wayfinding, and commercial signs coordinated into an orderly pattern for less visual clutter and obstacles.

Lighting: ~~Maintain safe pedestrian lighting levels while limiting light pollution~~ Provide safe pedestrian lighting levels while ensuring dark skies.

~~Public Art: Incorporate to enhance and enrich the public realm~~

~~2.1.6   Reduce visual clutter by removing unused utility joint poles.~~ DELETED

~~Objective 2.2~~

~~Building form should be of high visual quality, a source of community pride, and reinforce the Vision for FUTUREBR. The design of the built environment should positively impact the parish's quality of life. Building and site design features such as scale, setbacks, materials, and detailing should contribute to the visual quality, physical comfort, and community pride in our urban environment.~~

~~Actions to support objective 2.2:~~

~~2.2.1   Architecture should respond to the temperate climate with appropriate heat sheltering methods such as porches, awnings, louvers, deep overhangs, and galleries.~~

~~2.2.2   Strip shopping centers should follow national trends towards more urban design~~

~~quality upgrades.~~

~~2.2.3   Promote "main street" commercial developments over isolated strip-style shopping centers.~~

~~2.2.4   Develop a city of landmark developments by encouraging iconic public and private buildings in prime urban locations.~~
DELETED Duplicate of Objective 1.1

Objective 2.3

Signage along ~~interstate~~ roadways ~~and commercial streetscapes~~ should meet high design standards to improve the visual quality, safety, and convenience of the built environment.

Actions to support objective 2.3:

2.3.1   Consolidate and coordinate **street** signs to decrease visual clutter and increase signage legibility.

2.3.2   Review the UDC sign regulations to assess best practices and enforcement measures for ~~commercial~~ signs.

2.3.3   Explore the needs and opportunities for a long-term upgrade to the City-Parish ~~regulatory and~~ wayfinding system. This should entail a comprehensive signage type inventory, design assessment, and incorporation of best-practices guidelines.

2.3.4   Identify ~~key~~ areas in need of gateway enhancements such as entry points to districts, downtown, and historic neighborhoods to promote an enhanced identity and entry experience to and throughout the Capital City. Gateways should be a creative combination of signage, landscaping, and lighting to provide signature landmarks.

Part ~~3~~5: Goals, Objectives and Actions

Objective 2.4

Urban lighting which illuminates streets, parking areas, commercial storefronts, signage, architectural and landscape features, should meet high design standards to improve safety and visual quality of the environment.

Actions to support objective 2.4:

2.4.1   Identify ~~key~~ areas in need of lighting enhancements, such as downtown, urban centers and corridors, and main streets.

2.4.2   Review the UDC lighting regulations to assess best practices and enforcement measures.

Objective 2.5

Public Art should be incorporated into the built environment to provide an important cultural and social expression, as a key component of the community's identity and aesthetic quality.

Actions to support objective 2.5:

2.5.1   Locations of public art should include public plazas, transit stations, urban streetscapes, signage, and lobbies of public buildings.

2.5.2   The Arts Council of Greater Baton Rouge should continue to maintain a Public Art Committee to promote awareness, integration, and expansion of public art.

2.5.3   ~~Dedicate~~ Explore funding sources to support long-term monitoring and maintenance of existing public art, plus resources to create new works of public art ~~within the community.~~

2.5.4   Identify ~~key~~ areas with prime potential for public art enhancement, such as downtown, mixed-use areas ~~pedestrian~~

~~districts, historic~~ districts, parks, and schools.

2.5.5   ~~Instigate~~ Explore funding sources ~~a percent-for-art program~~ for municipally funded commercial buildings, street programs, and parks, such as a percent-for-art program.

Objective 1.5

Support the efforts of community development organizations across East Baton Rouge Parish to provide residents in distressed neighborhoods access to programs and partners to improve and stabilize their neighborhoods.

Actions to support objective:

1.5.1   Develop a neighborhood Community Improvements Plan (CIP) for home improvements, traffic calming, connectivity and bike and pedestrian improvements.

1.5.2   Encourage infill housing on vacant lots in existing neighborhoods, through assistance with acquisition, pre-development, development and homebuyer subsidies.

Objective 1.6

Enhance existing neighborhoods by eliminating blighted properties.

1.6.1   Develop a public outreach effort to ensure residents understand their role in the blight elimination process.

1.6.2   Develop and implement a robust code enforcement strategy to eliminate blight especially targeting areas identified for redevelopment or revitilization.

1.6.3   Investigate reported code violations within

72 hours of an initial report and continue to address all related issues until they are resolved.

1.6.4   Provide adequate resources and monitor performance to assure adequate administration and enforcement of existing codes and ordinances including zoning, subdivision, sign controls and new ordinances. (MOVED FROM LAND USE)

1.6.5   Increase code enforcement efforts in areas identifies for redevelopment and revitalization. (MOVED FROM LAND USE)

1.6.6   Revise policies and procedures to allow for more expeditious disposition of adjudicated properties. (MOVED FROM LAND USE)

~~Urban~~ Community Design and Neighborhood**s** Goal 3

(See Land Use element)

Promote ~~integrated~~ development patterns ~~for greater~~ that encourage connectivity and pedestrian orientation.

Objective 3.1

Promote a more connected urban growth pattern with an extensive network of vibrant urban centers and development corridors spread throughout the parish.

Objective 3.2

East Baton Rouge Parish's successful neighborhoods are well connected, pedestrian oriented and have active streetscapes. Connectivity operates at all levels – from the regional scale of transportation/transit, to the neighborhood scale of mixed-use developments, to the individual site plan scale.

Objective 3.3

East Baton Rouge Parish's pedestrian-oriented neighborhoods provide sustained environmental, health, and financial benefits to the community and promote the creation of places that embrace the human scale. Bringing homes, schools, shops, and offices within walking distance can transform the environmental, economic, social, and public health profile of our community.

Objective 3.4

Infill development conserves both economic and environmental resources by adding increased density to reinforce existing infrastructure investments. Targeted infill growth is promoted over continued peripheral expansion.

~~Urban Design and Neighborhood Goal 4~~

~~(See Land Use element)~~

~~Reduce parking requirements.~~

~~Objective 4.1~~

~~Establish off-street parking standards that reflect actual parking demand.~~